ORDER

 Order / Rev:
 37481

 Alt Order #:
 08876870

 Product Desc:
 ROMNEY/P/R

Estimate: 444

Flight Dates: 10/03/12 - 10/09/12

Original Date / Rev: 10/02/12 / 10/10/12

Order Type: GENERAL



KLAS

Primary AE: Mike Jones

Sales Office: K-WAS
Sales Region: Nationa

National

Agency Name: American Rambler Production

Buying Contact:

Billing Contact:

138 Conant St.

Beverely, MA 01915

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle:

Agency Commission: 15

EOM/EOC 15%

Advertiser Name: Romney, Mitt / R-Pres

 Demographic:
 A35+

 Product Codes:
 PO1

 Priority:
 LV3

Revenue Codes: AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Orders

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	70	\$98,645.00	\$83,848.25

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	70	\$98,645.00	\$83,848.25	0.00
Totals	70	\$98,645.00	\$83,848.25	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Tota		
KLAS	30%	\$98,645.00		
Market	100%	\$328,816.67		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$82,204.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$16,440.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/03/12	10/05/12	8 News Now 6a M 8 News Now 6a M		6-7a	WTF	:30	2	\$275.00LV2	0.00 NM	2	\$550.00
	8 NOW	6AM											
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	leek: 10	/01/12	10/07/12	WTF	2	\$275.00	0.00						
E 2	8	10/08/12	10/09/12	8 News Now 6a M 8 News Now 6a M		6-7a	MT	:30	1	\$965.00LV1	0.00 NM	1	\$965.00

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Product Desc:

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Estimate: 444 KLAS

Ln Ch Start End 8 NOW 6AM	Inventory Code Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
Start Date End Date Week: 10/08/12 10/14/12	Weekdays Spots/Week MT 1	<u>Rate</u> \$965.00	Rating 0.00					
E 3 8 10/03/12 10/05/12	CBS This Morning 7-9a CM CBS This Morning	7-9a	WTF	:30	3 \$200.00LV2	0.00 NM	3	\$600.00
EARLY SHOW CBS <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$200.00	Rating 0.00					
E 4 8 10/08/12 10/09/12	CBS This Morning 7-9a CM	7-9a	MT	:30	2 \$700.00LV1	0.00 NM	2	\$1,400.00
EARLY SHOW CBS	CBS This Morning							
Start Date End Date Week: 10/08/12 10/14/12	Weekdays Spots/Week MT 2	<u>Rate</u> \$700.00	Rating 0.00					
E 5 8 10/08/12 10/09/12	Live w/Kelly CM Live w/Kelly	9-10a	MT	:30	2 \$300.00 LV2	0.00 NM	2	\$600.00
LIVE Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	MT 2	\$300.00	0.00					
E 6 8 10/03/12 10/05/12	Live w/Kelly CM Live w/Kelly	9-10a	WTF	:30	2 \$1,050.00LV1	0.00 NM	2	\$2,100.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12 E 7 8 10/03/12 10/05/12	· · · · · · · · · · · · · · · · · · ·	\$1,050.00 10-11a	0.00 WTF	:30	2 \$1,575.00LV1	0.00 NM	2	\$3,150.00
	Price Is Right	10 110		.00	2 41,070.00241	0.00 1	_	ψο, του.σσ
PRICE IS RIGHT Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12	WTF 2	\$1,575.00	0.00					
E 8 8 10/08/12 10/09/12	Price Is Right CM Price Is Right	10-11a	MT	:30	2 \$1,575.00LV1	0.00 NM	2	\$3,150.00
PRICE IS RIGHT	Mankdaya Cuata Minak	Dete	Deting					
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week MT 2	<u>Rate</u> \$1,575.00	Rating 0.00					
E 9 8 10/08/12 10/09/12	8 News Now Noon M-F CM 8 News Now Noon M-F	12-1230p	MT	:30	2 \$325.00LV2	0.00 NM	2	\$650.00
8 NOW NOON	o News Now Moon Wi-P							
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week MT 2	<u>Rate</u> \$325.00	Rating 0.00					
	8 News Now Noon M-F CM	12-1230p	WTF	:30	1 \$1,140.00LV1	0.00 NM	1	\$1,140.00
8 NOW NOON	8 News Now Noon M-F							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12 10/07/12 E 11 8 10/03/12 10/05/12		\$1,140.00 3-4p	0.00 WTF	:30	2 \$1,490.00LV1	0.00 NM	2	\$2,980.00
ELLEN	Ellen	о .p	****	.00	2 41,100.00211	0.00 11111	_	42,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$1,490.00	Rating 0.00					
E12 8 10/08/12 10/09/12	Ellen CM	3-4p	MT	:30	2 \$1,490.00LV1	0.00 NM	2	\$2,980.00
ELLEN	Ellen							
Start Date End Date Week: 10/08/12 10/14/12	Weekdays Spots/Week MT 2	<u>Rate</u> \$1,490.00	Rating 0.00					
E 13 8 10/08/12 10/09/12	8 News Now 4p M-F CM 8 News Now 4p M-F	4-5p (4:30 PM-5:0	MT	:30	2 \$350.00LV3	0.00 NM	2	\$700.00
8 NOW 4PM	·	_						
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week MT 2	<u>Rate</u> \$350.00	Rating 0.00					
	8 News Now 4p M-F CM	4-5p	WTF	:30	2 \$1,575.00 LV1	0.00 NM	2	\$3,150.00
8 NOW 4PM	8 News Now 4p M-F	(4:30 PM-5:0	JU PIVI)					

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Ln Ch Star			eak	Start/End T		Len Spo	_	Rate Pri			Amount
E 14 8 10/03.	/12 10/05/12	8 News Now 4p M-F CN 8 News Now 4p M-F	-	4-5p (4:30 PM-5:00	WTF PM)	:30	2	\$1,575.00LV1	0.00 NM	2	\$3,150.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays Spots/W		<u>Rate</u> \$1,575.00	Rating 0.00						
	/12 10/05/12	8 News Now 5-630p M-FCN 8 News Now 5-630p M-F	1	5-630p	WTF	:30	2	\$1,750.00LV1	0.00 NM	2	\$3,500.00
8 NOW 5PM <u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays Spots/W		<u>Rate</u> \$1,750.00	Rating 0.00						
	/12 10/09/12	8 News Now 5-630p M-FCN 8 News Now 5-630p M-F		5-630p	MT	:30	2	\$400.00LV3	0.00 NM	2	\$800.00
8 NOW 5PM Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/W	<u>eek</u> 2	<u>Rate</u> \$400.00	Rating 0.00						
	/12 10/09/12	630-7p Inside Edition CM Inside Edition	1	630-7p	MT	:30	1	\$1,400.00LV1	0.00 NM	1	\$1,400.00
INSIDE EDITION Start Date Week: 10/08/12	ON End Date 10/14/12	Weekdays Spots/W		<u>Rate</u> \$1,400.00	Rating 0.00						
	12 10/05/12	7-8p Rotator CN 7-8p Rotator		7-8p	WTF	:30	2	\$1,225.00LV1	0.00 NM	2	\$2,450.00
ENT TONIGHT Start Date Week: 10/01/12		Weekdays Spots/W		<u>Rate</u> \$1,225.00	Rating 0.00						
		7-8p Rotator CN 7-8p Rotator		7-8p	MT	:30	2	\$1,225.00 LV1	0.00 NM	2	\$2,450.00
ENT TONIGHT Start Date	End Date	<u>Weekdays</u> <u>Spots/W</u>		Rate	Rating						
Week: 10/08/12 E 20 8 10/03	10/14/12 /12 10/05/12	8 News Now 11p M-F CN 8 News Now 11p M-F		\$1,225.00 11-1135p	0.00 WTF	:30	3	\$2,100.00LV1	0.00 NM	3	\$6,300.00
8 NOW 11PM <u>Start Date</u>	End Date	Weekdays Spots/W		<u>Rate</u>	Rating						
Week: 10/01/12 E 21 8 10/08	10/07/12 /12 10/09/12	8 News Now 11p M-F CN 8 News Now 11p M-F		\$2,100.00 11-1135p	0.00 MT	:30	2	\$500.00LV3	0.00 NM	2	\$1,000.00
8 NOW 11PM <u>Start Date</u>	End Date	Weekdays Spots/W	<u>eek</u>	<u>Rate</u>	Rating						
Week: 10/08/12 E 22 8 10/03	10/14/12 /12 10/05/12		2	\$500.00 1135p-1237a	0.00 WTF	:30	2	\$965.00LV1	0.00 NM	2	\$1,930.00
LETTERMAN Start Date	End Date	Letterman Weekdays Spots/W	eek	<u>Rate</u>	Rating						
Week: 10/01/12	10/07/12	WTF	2	\$965.00	0.00						
E 23 8 10/08 LETTERMAN	/12 10/09/12	Letterman CN Letterman	1	1135p-1237a	MT	:30	2	\$965.00LV1	0.00 NM	2	\$1,930.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/W	<u>eek</u> 2	<u>Rate</u> \$965.00	Rating 0.00						
E 24 8 10/04 BIG BANG/2.5	/12 10/04/12	Thu 8-9p CN Big Bang / 2 1/2 Men	1	8-9p	Т	:30	1	\$2,100.00LV3	0.00 NM	0	\$0.00
Start Date Week: 10/01/12		Weekdays Spots/W		<u>Rate</u> \$2,100.00	Rating 0.00						
Spot Ch Date F 1 8 10/01/ Credited	Range <u>[</u> /12-10/07/12]		<u>Start/</u> 8-9p	/End Time	We	eekdays -Th		<u>gth Rate</u> :30 (\$2,100.00)	Rtg Type 0.00 NM		
[due n/a u	pon entry]										
E 25 8 10/05	/12 10/05/12	Fri 8-9p CN CSI: NY	1	8-9p	F	:30	1	\$1,200.00LV3	0.00 NM	1	\$1,200.00

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Flight Dates:

10/03/12 - 10/09/12

Estimate:

444

Ln Ch Start End CSI NY	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate Rating \$1,200.00 0.00				
E 26 8 10/05/12 10/05/12		9-10pF	:30 1	\$5,500.00LV1	0.00 NM 1	\$5,500.00
CSI NY <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate Rating \$5,500.00 0.00				
E 27 8 10/05/12 10/05/12 BLUE BLOODS	Fri 10-11p CM Blue Bloods	10-11pF	:30 1	\$5,600.00LV1	0.00 NM 1	\$5,600.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$5,600.00 0.00				
	8 News Now Sat 5-7p CM 8 News Now Sat 5-7p	5-7pS-	:30 1	\$225.00LV2	0.00 NM 1	\$225.00
NEWS ROTATION Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$225.00 0.00				
E 29 8 10/06/12 10/06/12 POLITICS NOW	Politics Now S Sebelius CM Politics Now S Sebelius	VariousS- (5:30 PM-6:00 PM)	:30 1	\$250.00LV3	0.00 NM 1	\$250.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$250.00 0.00				
E 30 8 10/06/12 10/06/12 48 HR MYSTERY	Sat 10-11p CM 48 Hours Mystery	10-11PS-	:30 1	\$900.00LV2	0.00 NM 1	\$900.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$900.00 0.00				
E 31 8 10/06/12 10/06/12		5-7aS-	:30 1	\$335.00LV1	0.00 NM 1	\$335.00
EARLY SHOW <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate Rating \$335.00 0.00				
E 32 8 10/07/12 10/07/12	8 News Now Sun AM #CM 8 News Now Sun AM #1	8 News Now Sun AS	:30 1	\$135.00LV3	0.00 NM 1	\$135.00
8 NOW SU MR1 <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate Rating \$135.00 0.00				
E 33 8 10/07/12 10/07/12	CBS News Sunday Morr CBS News Sunday Morning	CBS Sunday MorniS	:30 1	\$1,225.00LV1	0.00 NM 1	\$1,225.00
SUNDAY MRN CBS <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate Rating \$1,225.00 0.00				
E 34 8 10/07/12 10/07/12 8 NOW SU MR2	8 News Now Sun AM #2CM 8 News Now Sun AM #2	8 News Now Sun AS	:30 1	\$350.00LV2	0.00 NM 1	\$350.00
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/WeekS Spots/Week	<u>Rate Rating</u> \$350.00 0.00				
E 35 8 10/07/12 10/07/12	Face The Nation CM Face The Nation	Face The NationS	:30 1	\$400.00LV2	0.00 NM 1	\$400.00
FACE NATION <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate Rating \$400.00 0.00				
E 36 8 10/07/12 10/07/12	NFL Reg Season Game£M NFL Football Reg. Season	NFL Football RegS	:30 4	\$1,800.00LV3	0.00 NM 4	\$7,200.00
NFL FOOTBALL <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate Rating \$1,800.00 0.00				
E 37 8 10/07/12 10/07/12		7-8pS	:30 1	\$6,000.00LV1	0.00 NM 1	\$6,000.00
60 MINUTES					I	

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Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End 10/07/12 10/07/12 Sun 7-8p CM :30 1 \$6,000.00LV1 0.00 NM \$6,000.00 E 37 7-8p 8 60 Minutes **60 MINUTES** Spots/Week Start Date End Date <u>Weekdays</u> Rate Rating 0.00 Week: 10/01/12 10/07/12 1 \$6,000.00 10/07/12 10/07/12 Sun 8-9p CM ----S :30 1 \$7,350.00LV1 0.00 NM \$7,350.00 8-9p The Amazing Race (8:00 PM-9:00 PM) **AMAZING RACE** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ----S 1 \$7,350.00 0.00 10/07/12 10/07/12 Sun 9-10p CM ----s 1 \$5,600.00LV1 E 39 8 9-10p :30 0.00 NM \$5,600.00 The Good Wife THE GOOD WIFE Start Date End Date Weekdays Spots/Week Rating Rate ----S Week: 10/01/12 10/07/12 1 \$5,600.00 0.00 8 10/07/12 10/07/12 Sun 10-11p CM 10-11p ----S :30 1 \$7,700.00LV1 0.00 NM \$7,700.00 The Mentalist **CSI MIAMI** Spots/Week Rating Start Date **End Date** Weekdays Rate 10/07/12 ----S 0.00 Week: 10/01/12 1 \$7,700.00 10/07/12 10/07/12 8 News Now Sun 11p CM 2 \$1,225.00LV1 11-1135P ----S :30 0.00 NM 2 \$2,450.00 8 News Now Sun 11p 8 NOW SU 11PM Start Date End Date Spots/Week **Weekdays** Rate Rating Week: 10/01/12 10/07/12 ----5 2 \$1,225.00 0.00 E 42 8 10/07/12 10/07/12 Eye on Wash/Wall St JoGM 5-6a ----S :30 2 \$85.00LV2 0.00 NM 2 \$170.00 Eye On Wash/Wall St Jrnl **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ----S 2 \$85.00 0.00 СМ 2 10/03/12 10/05/12 Craig Ferguson 1237a-137a --WTF--:30 \$90.00LV4 0.00 NM 2 \$180.00 Craig Ferguson Weekdays Start Date **End Date** Spots/Week <u>Rate</u> Rating --WTF--Week: 10/01/12 10/07/12 \$90.00 0.00 **Totals** 70 \$98,645.00